FEDERAL CITY PERFORMING ARTS ASSOCIATION
BOARD OF DIRECTORS MEETING
Friday, October 23, 1992
Levine School of Music

MINUTES

Directors:	Present:	Brayton, Dorr, Fiorito, Gibb, Madigan, McClelland, Payich, Streit, Winter, Wolfe, Ziskind
	Absent:	Moore (no proxy assigned), Shaw (proxy assigned to Gibb)
Guests:		Buhrman, Dupler, Holloway, Rosendall, Walker

The meeting was called to order at 7:32 p.m.

SECRETARY'S REPORT

Minutes for the meetings of the September 11, 1992, meeting were reviewed. There was one minor correction. Motion to approve as corrected: Gibb, second: Brayton. Motion accepted.

PRESIDENT'S REPORT

Streit expressed thanks to the music staff and the members for the two performances over "Quilt Weekend." He reminded member that it is time for the chorus to assemble another panel. Streit noted that he has asked Dolecki to coordinate this project. Those interested in helping should contact Dolecki.

Streit reported that we have a tentative new site for the holiday concert. Arrangements with National City Christian Church will be completed on Monday, 10/26. The main reason for the move was technical and financial reasons. There were too many limited-vision seats at New York Avenue and our income would be limited. The small ensemble concert is set for Hine Junior High School, the site of the last Flirtations concert. The date is Saturday, February 27, 1993. The evening will include one small group from the Lesbian & Gay Chorus.

FINANCIAL REPORT (See attached notes)

McClelland noted that after three months of the fiscal year, revenue is coming in over budget, but expenses are also over budget. He is accruing money each month for the pay-back to endowment. Our obligations to the endowment now total $42,000. Brayton questioned the amount in the receivables line. McClelland responded that there are some remaining questions about obligations for tickets from last season. He expressed confidence that the matter will be resolved and that subsequent

problems of this nature will be avoided with tighter controls on ticket disbursement. Buhrman noted that Potomic Fever has cut expenses and increased the projected income through a recent paid gig.

Motion to accept by Brayton, second: Gibb. Report accepted.

McClelland continued his report by explaining the worksheet distributed which compares costs for the two venues for the holiday concert. NCCC is larger and will allow for meeting or even exceeding the budgeted income for this concert. NYAPC, if sold out for all three nights, would reduce income by $3,225 under what was budgeted. Holloway asked whether it might be wise to cut back to only two nights in December and thereby save some costs. Ziskind spoke to the value of three nights and that we have already sold some season tickets for Thursday night. Streit agreed to explore this option when he and McClelland meet with the staff from NCCC.

McClelland also noted that 90 members paid their dues on an annual basis to obtain the discount. At this point, only 18 members have paid their $50 for Camp Glyndon.

FINANCIAL SUPPORT COMMITTEE

Gibb submitted a written report (attached). He noted that 13% of the total fundraising budgeted amount has been collected. His current project is the Combined Federal Campaign for Federal workers. He is working with Walker and Ziskind on the direct mail solicitation. The letter will be signed by Netherton. Ziskind is working to beef up the mailing list with new names from members. This list will also be used for the telephone solicitation in January.

The committee will sponsor a recital by Guerrant on January 9, 1993 at the home of Powers. He asked Board members to consider sponsoring this as a "Board" fundraiser. He urged members to be creative by sponsoring pre-concert dinner parties, etc. The Board agreed by consensus to take on this project.

Porn-Again III, as a PF fundraiser, is scheduled for tomorrow evening, 10/24/92 at the home of Wonneberger. There was a garage sale that raised $200.

There are problems finding a site for a post concert party after the Saturday concert for the MOW in April. He is looking to organize a raffle similar to the one held at GALA.

The committee is working on the concept of getting a business to "sponsor" one of the evenings of the Holiday concert. Gibb reminded the board that the financial health of the organization is the responsibility of the people in the meeting room. Since a

number of the coming events will need considerable planning. He encouraged Board members to look at the lists to find a project of their interest and make a commitment. He expects weekly reports on some of the more complex projects.

Holloway pointed to his role of chair of fund-raising for the GALA Board. He sees his role as that of challenging each board member. For GALA, participation in fund raising is expected and comes with board membership. Each board member is asked to commit to raising an agreed upon sum. He suggested that 1% of a persons income is an appropriate minimal commitment.

Gibb offered a word to the strategic planning group. One suggestion might be for board members to sign a letter of commitment when they ask to run for election to the Board. Streit concluded the report by noting that this is the kind of project that needs week-to-week attention.

MARCH ON WASHINGTON

Holloway reported in the absence on Herman. They are looking at a 2.5 hour event with a 20 minute intermission. At this point, they have commitments from Atlanta Feminist, Windy City and San Francisco. They have received a contract from Romanowsky & Phillips. They continue to work quickly to line up other performers. The committee is trying to avoid other costs by piggy-backing on other commitments by performers.

CD PROPOSAL (copy attached)

Dupler put the proposal together with significant input from Holloway and information provided by several choruses who have produced CDs. Since the costs are so considerable, Dupler noted that they have explored using a church or similar space for recording rather than a studio. Holloway suggested that we can expect about twelve hours of recording time. Dupler has obtained a digitized copy of the GMCW GALA performance.

Ziskind asked whether it is possible to sell the CD upfront. McClelland commented on the value of the report, the ambition of the project, but noted that we still don't have a total budget. He reminded the Board of his handout on the cash picture of the Chorus over the last five years. McClelland noted that in 1991 our income was down over the previous year. He expressed his apprehensions and reservations and advises against taking on the project in FY93. Ziskind asked McClelland if he would feel better if we had the money upfront. McClelland responded that if we had a corporate sponsor, yes, but he wants the Chorus to end a year in the black for one year.

Madigan suggested that the project doesn't make sense in light of finances. While San Francisco reported that they made money on

their CD, Madigan expressed concern that raising funds for the project might cut into other fund raising projects. He urged the committee to look at marketing issues. "How is this CD to be different than all the rest?" A marketing plan needs to be a part of the proposal.

McClelland reminded the group that he was not criticizing the proposal. He finds it a good idea, but not this year. He noted that we aren't in a position to take on the costs involved.

Dorr suggested that rather than viewing the CD proposal as a special project, to view it as another concert. Like all of our concerts there is some risk involved.

Dupler noted that he can't pretend to have all the figures that some might want. But he can't ignore that others have made money from such a project. Holloway suggested that from the figures offered, the break-even point would be with sale of about 667 copies of the proposed CD. Ziskind noted that such a project is a cost, we can't avoid that. He reminded the Board of the need for personal loans from members to recover from an earlier debacle with a Wolf Trap benefit.

Payich noted that when the chorus owes 42K to its endowment, the idea of taking on such a risk was beyond him. Upon questioning, Holloway noted that much of the music for the proposed project is self-published and would not involve steep royalties. Fiorito noted that the proposal was an important good beginning. Additional research is needed. This project needs to be carefully research and budgeted. Payich noted that pre-sales during the MOW would be a great opportunity. Dupler raised the question as to whether we have the time to record a CD in 1994.

Regarding financing for a CD, McClelland responded that it would be quite easy to set up a fund to receive contributions. Brayton echoed earlier comments on the value of the proposal as a good, first beginning, but as a Government grants officer, the proposal doesn't go far enough. Rosendall noted that we have a history of ambitious ideas, but we never seem to "bell the cat." We need to find a way to provide the follow-through for such an ambitious project. We can take creative risks, but we have to pay for them.

Gibb wanted to congratulate Dupler for the work that went into his proposal. The Board needs a greater level of detail before moving on the proposal. Gibb expressed concerns about jeopardizing other fundraising efforts. Dupler agreed to do further work on the proposal and include the marketing and fundraising issues. He expressed interest in proposing the project to the Capital Club as a special project. Dorr asked if the project could be divided in parts or stepped. Holloway noted that Dupler was doing was he was charged to do. We are dealing with many variables with huge variations in costs. McClelland

noted that as a 30-year veteran with finances, he needs hard facts. He finds the proposal too speculative. Dupler responded that he recognizes that there are many variables. Only San Francisco has provided him with detailed cost figures.

MOTION: **That the Board President form a committee to investigate the feasibility of producing a CD.**

Motion made by Gibb, seconded by Payich.

Discussion:

Holloway noted that there is a reason to explore this project at this time. There are several drivers...the MOW and the many visitors to DC and "us" with nothing to sell. We have some material already recorded and we could work the task of rehearsing and recording into our current schedule. He endorsed the idea of a feasibility study and setting up a fund to receive contributions to the project.

Walker noted that the Capital Club Gala is November 10th. The focus of the evening is membership renewals. In the past there have been other "funds" or projects to receive additional contributions. He expressed interest in setting up a table with information.

Dorr asked whether we have a real project yet. Dupler responded that if we can raise 10K by February, we can record this Spring. McClelland indicated that he was not ready to say yes this evening. Payich indicated his feelings that we are not ready.

Gibb agreed to a friendly amendment to his motion:

That pending the report of the committee, the Treasurer open up an account to receive contributions to the CD project.

Holloway predicted that 10K could come very quickly, possibly from as few as 30 donors. Gibb indicated that it is his sense that we will produce a CD by the Spring of 1994. McClelland said that he would prefer not saying when. Ziskind suggested that there needs to be a date, or it will never happen. Buhrman suggested looking at the Spring, 1994 deadline. McClelland suggested that he still needed figures. Gibb called for the question. Motion, as amended, passed.

For clarification, Walker asked if there should be a special appeal. The consensus of the Board was, yes. Streit concluded the discussion with a thanks to all who worked on the project, especially Dupler, and to all who worked through the decision.

OTHER BUSINESS

Gibb noted that in the CFC materials, our administrative expenses are considered high, he will work with McClelland and the auditors to more accurately describe our true administrative costs.

Ziskind asked to meet with the Executive Committee to review an on-going community relations issue.

Members were encouraged to get materials to Tom LoConti, Hot Notes editor. He needs materials.

Motion to adjourn: Brayton, Second: Payich Passed.
Meeting adjourned at 9:54 p.m.

Next Meeting: Friday, November 18, 1992, 7:30 p.m.
Levine School of Music

Submitted by: Richard A. Dorr
FCPAA Secretary
November 11, 1992